

OMAX Style Guide



This style guide expresses our commitment to protect the OMAX Brand by properly identifying illustrations, photographs, brochures, logos and product information. This can be easily done by using a blanket 2008 OMAX Corporation copyright statement (2008© OMAX Corporation. All rights reserved) at the bottom of all reference materials or collections.

OMAX Mission:

To provide precise, easy-to-use, cost effective, standardized, reliable and high quality abrasive-jet machining systems to the manufacturing industry with strong after-sale services.

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Guidelines for Limited Use of the OMAX Corporate Logo:

Third parties *may not* use the OMAX® Corporate Logo ("Logo") without the expressed, written permission of the OMAX Corporation. This page outlines the limited circumstances under which a third party ("party"), with permission, is allowed to use the OMAX Corporate Logo. The Logo must *always* be used pursuant to the specifications on this page to identify OMAX Corporation, or OMAX products or services. Any use that falls outside of these specifications is strictly prohibited.

Third parties may *only* use the Logo without a license under the following circumstances:

- At the bottom of advertising, marketing collateral, or a website which references the party's connection with OMAX (i.e., the material states that the party is an authorized distributor or reseller of OMAX products); provided that the area in which the OMAX logo is used includes the corporate logos of two (2) or more abrasive waterjet companies with which the party has a similar relationship.
- In an area of a website, advertising, or marketing collateral dedicated exclusively to the sale of OMAX products, and in such a manner that associates licensed OMAX software and products with the OMAX Corporate logo.

The following guidelines must always be followed for each and every use of the Logo:

1. The Logo may not be used in any manner that might imply that any non-OMAX materials, including but not limited to goods, services, websites, or publications are sponsored, endorsed, licensed by, and/or affiliated with OMAX.
2. The Logo may not be displayed as a primary or prominent feature on any non-OMAX materials. Companies using the Logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, and/or other branding.
3. The Logo may not be imitated or used as a design feature in any manner.
4. The Logo may not be used in a manner that would disparage OMAX Corporation or its products or services.
5. The Logo must be used as provided by OMAX Corporation with no changes, including but not limited to, changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols. The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
6. Use only approved OMAX logo artwork: The Logo may only appear in black, reversed out to white or in silver. The Logo may never be screened back, built out of four-color process screens, or broken into multiple colors. The four corners and keyway are either black or OMAX red. The "O" portion of the logo is always transparent. "OMAX" under the logo is written out underneath and is always in black. There is a ® tucked in next to the X. If the background is black or exceptionally dark, the OMAX can be in white. The Logo must always be accompanied by the registered trademark symbol (®).
7. Logo shape: The top, left and right sides of the logo are always open. The bottom is open slightly on either side of the keyway. [Fig. 1]

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Figure 1

The word “Corporation” should be used whenever possible. The font is Futura.



This red is Pantone 201PC
(Pantone Matching System Color)

Registration mark should be used when using the logo.

We frequently use these words with the logo, but their use is optional. The font is Futura Heavy.

8. The Logo must only appear in a horizontal position.
9. The Logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The Logo must never be used to represent the word "OMAX" in text, including in a headline, product-name logotype, or body copy.
10. The Logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks. The Logo must never appear with any other symbol or icon (except the registered trademark symbol); contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.
11. The attribution clause "*OMAX is a registered trademark of OMAX Corporation*" must accompany use of the Logo.
12. Neither the Logo nor the OMAX name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.
13. Non-OMAX materials should not mimic any OMAX advertising, product packaging, or website design.
14. Under no circumstances may third parties use, imitate, or play off of the OMAX corporate tagline ("*Only the Best Waterjet Will Do.*"). This tagline is reserved for exclusive use by OMAX Corporation.

OMAX reserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request that third parties modify or delete any use of the Logo that, in OMAX's sole judgment, does not comply with these guidelines, or might otherwise impair OMAX's rights in the Logo. OMAX further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

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Use of the OMAX Name:

All letters are uppercase, OMAX. First usage OMAX Corporation (“OMAX”) second use OMAX® with a registered trademark. All consecutive uses just OMAX. When the name OMAX appears by itself, first usage is OMAX® and all consecutive uses just OMAX. [See fig. 2, pg. 6 Trademarks]

When used in advertising and certain brochures, Corporation should be used with OMAX and the address as follows:

OMAX Corporation, 21409-72nd Avenue South, Kent, WA 98032, 253-872-2300, 800-838-0343, Fax 253-872-6190 www.omax.com (set up may vary depending upon material layout).

Product and accessory labels:

OMAX’s Purchasing Department orders overlays and actual equipment labels for our products.

Example:

- OMAX V Pump Keypad Label, P/N 302572

OMAX Translations:

Simplified Mandarin Chinese (literal meaning: “proud horse”; phonetic pronunciation: Au4 Ma3):

傲马

(Confirmed by J. Cheung, 4/4/12)

When to Use OMAX Letterhead/Logo vs MAXIEM® Letterhead/Logo:

Use the OMAX letterhead and logo when exclusively announcing news and press releases about OMAX JetMachining Centers, products, and other related items. This rule applies when OMAX management is making a specific announcement about the MAXIEM line.

Examples:

- MAXIEM Abrasive Waterjet Line to Debut in June
- MAXIEM Distributors Were Selected by OMAX.

Use the MAXIEM letterhead and logo when exclusively announcing news and press releases about MAXIEM Waterjets, products, and other related items.

Example:

- MAXIEM Optimizes Customer Experience with New Website

NEVER use both logos on a press release, letterhead, or other marketing collateral as this will cause branding confusion.

EnduroMAX® logo:

ENDURO-MAX®
PUMP BY OMAX®

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OMAX® A-Jet® logo: Arial font; created by Elisa Reindl in September 2011



MAXIEM® A-Jet® logo: As of January 2012, A-Jets installed on MAXIEM JetCutting Centers do not get logos etched onto the surface of the accessory (R. Marks, S. O'Brien)

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Product compliance logos:

Place these compliance logos on marketing materials where applicable. Consult the responsible compliance engineer (Roger Turner x130) for advice or verification of logo usage.

There is no specification of how small or how large the logos can be used on documents. If both logos apply to a product document, sequence the cULus Listed logo before the CE-marked logo.



cULus Listed logo:

Underwriters Laboratories Inc. recommendation: The minimum height of the registered trademark symbol ® shall be 3/64 of an inch. When the overall diameter of the UL Mark is less than 3/8 of an inch, the trademark symbol may be omitted if it is not legible to the naked eye. (200-195S 10M/8/98)



CE-marked logo:



Sequence when both logos are used:

(this means cULus listed and CE complaint, R. Turner 5/5/11)

OMAX Images:

All third parties must obtain expressed written permission from OMAX Corporation for the use of all images in the company literature or on the company website. All images given to third parties via email or CD must include the attributive phrase “Images(s) courtesy of OMAX Corporation www.omax.com”. All other uses are prohibited without permission from OMAX Corporation. OMAX reserves the rights to its copyrighted materials.

Social Media Icons:

Connect and follow OMAX for the latest news in waterjet technology.



Always add Facebook, Twitter, and LinkedIn icons whenever possible in marketing material (e.g., spec sheets, brochures, etc.), S. McLain 11/4/10. This will maximize our social media presence.

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OMAX Colors and Logo:

OMAX colors are defined by two categories. Print (Pantone) and Web (RGB). Pantone colors are utilized for all OMAX marketing literature including logos and brochures. Pantone references the Pantone Color Matching System (PMS), which utilizes the CMYK process, a standardized method of printing color that uses four inks—cyan, magenta, yellow and black.

RGB colors are those that are predefined specifically for use on the world wide web.

a. OMAX COLORS LIST AND BREAKDOWN

Pantone 201 PC– OMAX Red

Pantone 300 PC – OMAX Blue

Pantone 877 C – Silver on Brochures

CMYK Red:

Cyan	7%
Magenta	100%
Yellow	65%
Black	32%

CMYK Blue:

Cyan	100%
Magenta	44%
Yellow	0%
Black	0%

Web Ink Red (RGB):

# 9e1c35	
Red	158
Green	28
Blue	53

Web Ink Blue (RGB):

# 006cb3	
Red	0
Green	108
Blue	179

OMAX Preferred Fonts:

For OMAX email blasts (via Constant Contacts): Use Verdana as the main content font (since Constant Contact offers limited font options). Use whatever size is appropriate for the message. (T. Reyna, 6/27/11)

For OMAX letters (for mailing campaigns): Use Bookman Old Style at 10 point font size for template letter content. If a different font size would be more appropriate for the message, you have the flexibility to modify the font size.

For the Insider e-Newsletter layout: Use Adobe Garamond for the article fonts.

For Marketing material (e.g. spec sheets): Use Arial, Futura (T1), Times New Roman, ITC Zapf Dingbats Medium.

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PRINTING SPECIFICATIONS:

Printers used for ordering specific marketing collateral:

Alliance Printing, Inc. (In-state printer)

Marketing collateral: **Product Spec Sheets** (e.g., Laser Feature Finder Kit, 120X table spec sheet, OMAX Corporate Overview)

Paper stock used: 8 ½ x 11 Pacesetter 100 lb Matte Book

Other print instructions: Ink: 2-colors (Black & Pantone 201); depending on artwork, the layout might be one-sided or two-sided.

Marketing collateral: **Product Spec Sheets** (e.g., MAXIEM table spec sheets; MAXIEM Direct Drive Pump spec sheet)

Paper stock used: 8 ½ x 11 Pacesetter 100 lb Matte Book

Other print instructions: Ink: 4/4; Color Mix for OMAX Red: 7c 100m 65y 32K; front and back CMYK ink; depending on artwork, the layout might be one-sided or two-sided.

Marketing collateral: **OMAX Corporate Brochure**

Paper stock used: 80# Pacesetter Flo Dull Sheet Size; Flat size: 25 ½ x 11

Other print instructions: 4cp+Aqueous over 4 cp+Aqueous; Bindery: score, trim, and roll fold to 8 ½ x 11, bulk box

Marketing collateral: **OMAX Product Line Card**

Paper stock used: White 80# Pacesetter Matte Cover

Other print instructions: 8.5 x 11; 2-sided full color; 4 cp +aqueous over 4 cp +aqueous

Marketing collateral: **OMAX/MAXIEM 10" x 13" Corporate Envelope (Generic Return Envelope)**

Paper stock used: Cougar #70 Sm Text Opaque (10" x 13" envelopes with latex)

Other print instructions: Ink: Black; convert to 10" x 13" open end catalog envelope; bulk box

Marketing collateral: **OMAX #10 Regular Business Envelope**

Paper stock used: 24# Atlas Bond Image Finish, Recycled Bright White

Other print instructions: Ink: 2 color (1 sided only, no bleeds)

Marketing collateral: **2011 Trade Show Fliers** (e.g., 2011 EASTEC flier/mailer)

Paper stock used: 80# Pacesetter Matte Cover

Other print instructions: Ink: 4 cp (1-sided), 1-color (1-sided); Flat size: 11 x 8 ½; Bindery: Score, trim and fold to 5 ½ x 8 ½

Mailing instructions: Mailing list provided by Inside Sales; presort data, duplication elimination, CASS Tab and inkjet addresses, return address & indicia

Postage: Bulk mail rate (delivery to out-of-state customers will be around 5-7 days)

Marketing collateral: **Trade Show Product Poster** (e.g., OMAX Mobile JMC)

24" x 36" poster mounted to 4 mm white centra; matte top laminate

Marketing collateral: **Conference Poster** (e.g., SBIR Poster)

48" x 48" poster; print as composite; resolution: 2540/300; fonts: Arial, Futura (T1), ITC Zapf Dingbats Medium

Marketing collateral: **Distributor Postcard** (e.g., 2011 Machinery Sales Co. announcement)

Paper stock used: 6" x 9"; 80# Pacesetter Matte Cover

Other print instructions: Ink: 4 cp (2-sided)

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Fineline Printing (Out of State printer)

Marketing collateral: **OMAX Corporate Brochure**

Paper stock used: White 80# Matte Cover

Other print instructions: 25.375 x 11 (w/fold out cover); Inside pages: 8.5 x 11; 2-sided full color

Marketing collateral: **OMAX Product Line Card**

Paper stock used: White 80# Matte Cover

Other print instructions: 8.5 x 11; 2-sided full color

Marketing collateral: **2011 Trade Show Fliers** (e.g., 2011 HOUSTEX, AeroDef flier/mailer)

Paper stock used: 100# White Cover Stock

Other print instructions: 4-color 1-side, 1 color 1-side; Flat size: 11 x 8 ½; fold to 5 ½ x 8 ½; bulk mail with tab & indica addresses

AlphaGraphics (In-state printer)

Marketing collateral: **Special event postcards** (e.g., Open House events)

Paper stock used: 5.5 x 8.5 White 100# Titan Plus Dull Cover

Other print instructions: Print in 2 colors (2/2: Pantone 201PC and Black ink); front and back (depending on design); cut-heavy stock to bleed to 5.5 x 8.5

Printing Quality Note: Digital prints (conducted on smaller run quantities) will always print out darker; Offset printing (conducted on larger run quantities) will always print out lighter.

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Trademark Name	First Usage	Thereafter
A-Jet [®] (preferred format) A-JET [®] (The accessory title can also be formatted in all caps; just be consistent with one usage in marketing collateral)	A-Jet [®] A-JET [®]	A-Jet A-JET
EnduroMAX [®] EnduroMAX [®] Pump EnduroMAX [®] PUMP (for product label) (The base term EnduroMAX [®] is registered. Content listed after the registered trademark may vary.)	EnduroMAX [®]	EnduroMAX
	EnduroMAX [®] Pump	EnduroMAX Pump
	EnduroMAX [®] PUMP	EnduroMAX PUMP
	EnduroMAX [®] PUMP by OMAX	EnduroMAX PUMP by OMAX
OMAX [®]	OMAX [®]	OMAX
Intelli-ETCH [®]	Intelli-ETCH [®]	Intelli-ETCH
Intelli-MAX [®] (The base term Intelli-MAX [®] is registered. Content listed after the registered trademark may vary.)	Intelli-MAX [®]	Intelli-MAX
	Intelli-MAX [®] Software (described for MAXIEM s/w version)	Intelli-MAX Software
	Intelli-MAX [®] Premium (described for OMAX s/w version)	Intelli-MAX Premium
Intelli-TRACE [®]	Intelli-TRACE [®]	Intelli-TRACE
Intelli-TRAX [®] (Reg. No. 3,908,145; Reg. Date 1/18/11)	Intelli-TRAX [®]	Intelli-TRAX
JetMachining [®] (Reg. No. 3,904,483; Reg. Date 1/11/11)	JetMachining [®]	JetMachining
80X JetMachining Center [®] (Reg. No. 3,911,243; Reg. Date 1/25/11) (does not apply to 80X-1 or 80X-2)	80X JetMachining Center [®]	80X JetMachining Center
MAXJET [®] (The base term MAXJET [®] is registered. Content listed after the registered trademark may vary.)	MAXJET [®]	MAXJET
	MAXJET [®] 3	MAXJET 3
	MAXJET [®] 5	MAXJET 5
	MAXJET [®] 5i	MAXJET 5i
	7/15 Mini MAXJET [®] 5 Nozzle	7/15 Mini MAXJET 5 Nozzle
MAXJET4 [®] (This is an MAXJET exception. The entire base term MAXJET4 [®] is registered, and the number cannot be altered with different variations.)	MAXJET4 [®]	MAXJET4
MAXIEM Waterjets [®] Maxiem Waterjets [®] (This registered trademark format is for machine labels and logos on marketing materials) (Reg. No. 3,826,091; Reg. Date 7/27/10) (Either all caps and lowercase versions are acceptable; pick one style per writing project to maintain consistency throughout the content)	MAXIEM Waterjets [®] Maxiem Waterjets [®]	MAXIEM Waterjets Maxiem Waterjets
	MAXIEM [®] Waterjets (This registered trademark format is for email blasts, letters, online postings, etc.)	MAXIEM [®] Waterjets
MAXIEM [®] JetCutting Center	MAXIEM [®] JetCutting Center	MAXIEM JetCutting Center
Optimum Results from the Ultimate Software [®]	Optimum Results from the Ultimate Software [®]	Optimum Results from the Ultimate Software
Tilt-A-Jet [®]	Tilt-A-Jet [®]	Tilt-A-Jet
2626 xp [®]	2626 xp [®]	2626 xp

Figure 2

Confirmed by Rockie Ward 8/19/11; Confirmed by John Cheung 8/26/09; Confirmed by Carl Olsen 8/27/11; Confirmed by John Bergstrom 7/23/10; Modified by R. Bechtold 4/23/12

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Trademark Names/Usage (Continued)

NOTE: Keep in mind that trade magazines and trade magazine websites reserve the right to apply their own style guide policies about referencing our registered trademarks. Their style guide practices will always take precedence over our style guide recommendations. **General Tips for Trademark References:**

Logos

If the logo with a registered trademark is a significant image, it will not be necessary to repeat the registered trademark in the content of the marketing collateral (e.g. first MAXIEM[®] reference in the MAXIEM 1515 and 1530 spec sheets).

If a registered trademark name appears in the title or sub-title of marketing collateral, it will not be necessary to repeat the registered trademark in the content (e.g. first OMAX[®] reference in the *Insider* Spring 2009 issue; “MAXIEM[®] Optimizes Customer Experience with New Website” press release)

Web

When dealing with web pages, it is subjective as to what is considered First Usage. If a logo with a registered trademark is prominent in the HTML banner or elsewhere, it may not be necessary to reference again in the latter web page content.

Material invented or manufactured by another company

Use a registered trademark when referencing material invented or manufactured by another company.

For example: Inconel[®], Hastelloy[®], and Delrin[®]

Repeat the registered trademark on all references, not just the first reference in the content of marketing collateral or articles.

This style rule is not as critical in OMAX training manuals or operator guides (confirmed by S. McLain 9/10/09).

Equipment developed or manufactured by another company

Use a registered trademark when referencing equipment developed or manufactured by another company.

For example: Dell[®]

See also **Referencing Microsoft Trademarks in Text.**

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OMAX Waterjet Compatible Program:

See detailed information posted on OMAX.com

OMAX Software:

Previously “Intelli-MAX” only referred to certain features within the software. Now, Intelli-MAX is the name of the software itself. When initially referred to in a document, the name for OMAX’s patented software should be written OMAX Intelli-MAX[®] software. Thereafter it can be referred to as “Intelli-MAX”. (See fig 2 on pg. 6)

OMAX Intelli-MAX software encompasses all the software products that OMAX currently provides to customers on the OMAX software CD, which includes:

1. OMAX Layout
2. OMAX Make
3. OMAX 3D Path Editor
4. Other utilities included in the same install as the above.

OMAX Cutting Model:

The “Generation 3 cutting model” refers to the cutting strategies used within Intelli-MAX. Contained within this model are:

- Intelli-TRACE[®] (R. Ward 5/26/09)
- Intelli-TAPER
- Intelli-PIERCE
- Intelli-CORNER
- Intelli-PASS

(see also the specific definitions listed in the **OMAX General Usage** section)

“Intelli-NEST” refers to the array nester that is in Layout and Make

“Intelli-TRACE” refers to the automatic imaging tracing feature of Layout.

The cutting model is to be referred to as “our Generation 3 cutting model” or “our 3rd generation cutting model”, NEVER “generation III.”

OMAX Patents:

#5,508,596 – Motion Control with Precomputation (regarding software, machine - J. O’Connor 2/28/11)

#5,892,345 – Motion Control for Quality in Jet Cutting (regarding software, machine - J. O’Connor 2/28/11)

#5,472,367 – Motion Tool Apparatus and Linear Motion Track (associated with X-Y axis covered with bellows - J. O’Connor 2/28/11)

#6,922,605B1 – Automated Fluid-Jet Tilt Compensation for Log and Taper (regarding Tilt-A-Jet – J.O’Connor 2/28/11)

#13/078,429 – Waterjet Cutting System Fluid Conduits and Associated Methods (regarding A-Jet – R. Ward 7/13/11)

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OMAX General Usage:

*****Also refer to the AP Stylebook 2008 edition and Webster's New World College Dictionary, Fourth Edition by Wiley. Do not refer to any other dictionary or internet site as the primary source.*****

A

A Division of OMAX vs **A Division of OMAX Corporation** – depending on the context, utilize whichever style best suits your project or editorial content and maintain consistency throughout the content.

Examples of when to use **A Division of OMAX**: MAXIEM logo, trade show banners, limited editorial space (e.g., web postings, word count requirements, titles)

Examples of using **A Division of OMAX Corporation**: MAXIEM spec sheets, corporate signature blocks at the end of trade show email blasts (e.g., pre-show, mid-show, post-show)

MAXIEM Waterjets
A Division of OMAX Corporation
21411 72nd Ave. South
Kent, WA 98032
Tel: 877-629-4365
www.maxiemwaterjets.com

A-Jet[®] – short for articulated jet. This trademarked accessory name replaces Bevel Head and Bevel-Jet.

abbreviations – punctuating abbreviations is a subjective style. The only rule is to be consistent with one abbreviation style throughout a writing project.

Examples of abbreviations with no period punctuations:

- 125 lbs/sq ft (600 kg/sq meter)
- 4572 mm/min, 2286 mm/min, 5080 mm/min
- 1425 lbs (1050 lbs dry)

Examples of abbreviations with punctuation:

- 12,000 BTU/hr; 24,000 BTU/hr
- 250 in-lb; 225 in-lb
- 50,000 lbs. of abrasive

abrasivejet – to be written as one word NEVER abrasive jet.

accuracy of motion – use this term when describing an OMAX JetMachining Center's cutting tolerance accuracy. Accuracy of motion is not referenced in MAXIEM spec sheets or press releases (B. Guglielmetti, S. McLain, 2/23/12). See **spec sheets**.

For example: *FABTECH Mexico 2012 press release*

- The 5555 boasts an accuracy of motion as tight as +/-0.08 millimeters (+/- 0.003 inches)

Mfg4 2012 press release

- The 5555 boasts an accuracy of motion as tight as +/-0.003 inches

air dome – when describing this OMAX and MAXIEM machine tank structure, ALWAYS write as two words.

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American Manufacturer – Avoid using this term in marketing content (S. McLain 3/3/10). We want to convey that all OMAX and MAXIEM products are manufactured in the United States. When promoting our products internationally, there will also be times when it would be more diplomatic not to emphasize that our products are U.S. made. Also see **Pledge to the American Manufacturer**.

archived OMAX marketing material – We maintain all PDF versions and original artwork of superseded OMAX marketing material. Archived PDF files are posted on the Support Site as long as the content is still accurate; no hard copies will be kept (e.g., Architectural Fabricators Brochure, OMAX P3050V Pump spec sheet, etc.)

auto square – to be written as two words NEVER autosquare.

B

back panel – NEVER backpanel

backward compatible – preferred software terminology INSTEAD of backwards compatible.

ballbar – to be written as one word NEVER ball bar. See <http://www.renishaw.com/en/6813.aspx>.

ball screw – is always two words. When used as a generic mechanical term, always use lower case. Only capitalize when referring to an OMAX product (e.g., OMAX Ball Screw Drive System).

beveled, beveling – use the American spelling for past and present tense usage, NEVER bevelled or bevelling.

bridging – when three or more abrasive particles wedge in the diameter of the mixing tube (confirmed by Ernst Schubert, 7/28/10).

Brushless Servo Motors – current spelling in MAXIEM JetCutting Center spec sheets (A. Freese, 9/28/11). In OMAX JetMachining Center spec sheets, the term is spelled in lowercase. This can remain this way until spec sheets need to be reprinted and artwork should be modified.

Brushless Vector Drive – a patent pending system that provides positioning control. In marketing collateral and press releases, we can state the patent pending Brushless Vector Drive system lends motorized capability to Intelli-TRAX (confirmed by D. Stang, 9/22/09). See also **Intelli-TRAX®**.

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bulleted lists – (also see **Lists**). Bulleted items do not contain periods at the end of intentional incomplete sentences (exceptions are listed below). The first letter will always be capitalized.

For example:

- Air or ozone
- Sunlight
- Contamination including chemicals

The exception to this rule will be for bulleted lists on spec sheets. For spec sheets, periods are allowed for bulleted items containing more than one sentence.

For example:

- Inlet water being fed to the OMAX pump is required to be 70°F. If inlet water temperature is above 70°F a Chiller will cool the water for the OMAX pump.
- One-fourth horsepower, totally enclosed fan cooled 90 volt D.C. motor. Motor controller requires 110 VAC single-phase power.

For spec sheets or other corporate literature, exclamation points (or other end punctuation) can be used to emphasize a benefit or feature.

For example:

- Reduced downtime – no more nozzle rebuilds!

Another exception to the general rule is formatting for email blasts. Add periods at the end of bulleted sentences, whether they are complete sentences or not (S. McLain, 10/3/11). See also **email blast bullet points**.

Examples: *2011 Brooks Open House email invitation*

- On October 19th, attend a unique lecture titled the “Reshoring Initiative – Bringing Manufacturing Back Home” hosted by keyout speaker Harry Moser, retired GF Agie/Charmilles CEO.
- Reserve a spot for a catered lunch or dinner on Wednesday by registering in advance or by calling Brooks Associates at 781-871-3400. On Tuesday and Thursday, basic lunch items will be offered.

WESTEC 2012 email invitation

- OMAX 80X JetMachining Center with a 50 hp EnduroMAX Pump and the Tilt-A-Jet cutting head accessory which produces perfectly square edges by removing all inherent taper.
- MAXIEM 1530 JetCutting Center with a 40 hp direct drive pump and the A-Jet, an articulated cutting head accessory capable of machining beveled edges with angles up to 60° from vertical.

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C

Catcher Tank – Refers to the table’s tank (B. Guglielmetti, 11/17/11). In spec sheets and Insider articles, capitalize term if referring to the OMAX or MAXIEM Catcher Tank. The formatting style in other references/materials is subjective (e.g. manuals, press releases).

CE, CE-marked – The CE logo or a CE-marked statement denotes self-declaration to EU directives for the appropriate product category (R. Turner, 4/28/11). When applicable and verified by the OMAX Compliance Engineer, place this internationally recognized logo on any product marketing material such as brochures, spec sheets, web pages, or other documents (see **Product compliance logos** on Page 6).

Example: The MAXIEM and OMAX systems are CE-marked (R. Turner, 4/28/11)

Chiller vs chiller – In email blasts, the chiller specific to OMAX accessory products can be either capitalized or lowercase. Just maintain style consistency within the email content.

Email example:

“OMAX specifically designed a mobile OMAX JetMachining Center complete with a direct drive pump, a pump chiller, water softener system, and 100 lb bulk hopper for abrasive storage.”

In *Insider* e-Newsletter articles and random marketing material, the OMAX Chiller is always capitalized because the product is considered a proper noun.

Insider article example:

“If your water source is unable to maintain the incoming water at the recommended temperature to achieve longer seal life, we would advise the purchase of an OMAX Chiller.”

Direct Drive Pump Brochure example:

“With Chiller, cooling water is recycled...” (see *OMAX V-Series Pump Benefits* section)

Collision Sensing Terrain Follower (CSTF) – This new product name replaces the standard Terrain Follower product name referenced in past marketing collateral. CEO Dr. John Cheung requested the name change on 08/27/10 to differentiate this product with the Terrain Follower/A-Jet accessory. See also **Terrain Follower/A-Jet** and **terrain following capabilities**.

cold cutting process – commonly used term to describe waterjet cutting technology in general. Dr. John Cheung would prefer we refrain from using this description about OMAX and MAXIEM waterjet technology (S. McLain 4/18/12).

compound nouns and adjectives (non-industry specific) – please refer to the Webster’s New World College Dictionary for compound nouns and/or adjectives that are written with or without hyphens.

computer file extensions such as DXF, JPEG, GIF, etc., are always to be written uppercase. This goes for all file extensions. No period precedes the file extension. See also **OMX**.

For example: “Precise edges in any two dimensional shape from DXF files...”

controller – a box with a swing arm attached to an OMAX machine. It contains parts including a PC (confirmed by Dr. Olsen, 9/17/09). When describing the OMAX controller, use the terms PC-based controller (confirmed by C. Olsen, 9/17/09). See **machine controller** and **PC-based controller** definitions.

OMAX Style Guide

capitalization of OMAX part names listed in Parts Inquiry – (also see **OMAX Part Names**). ALWAYS capitalize the first letters of OMAX part names, and if relevant in the context, list the associating part number.

Examples:

Abrasive Orifice (P/N 301730-5), Waterjet Brick (P/N 202145), Dynamic Seal (P/N 302951)

chip making machines – refer to equipment that removes metal using a drill; the material is usually inserted into a chuck and then machined.

cULus Listed – The mark of a cULus Listed logo means the product with the affixed cULus logo is compliant to nationally recognized standards and undergoes a quarterly inspection by an independent third party approved by the U.S. and Canadian governments. OMAX is approved to affix the cULus Listed mark to “Enclosed Industrial Control Panels” only. The mark is not applicable to our pumps as a whole (except for our specific pump control panel), tables, or industrial machinery (R. Turner, 4/28/11).

Example: The MAXIEM and OMAX pump control panels are cULus Listed (R. Turner, 4/28/11)

When applicable and verified by the OMAX Compliance Engineer, place this internationally recognized logo on any product marketing material such as brochures, spec sheets, web pages, or other documents (see **Product compliance logos** on Page 6).

Customer Service – capitalize when specifically referring to OMAX or MAXIEM’s Customer Service group (J. Petras, 2011).

cutting envelope – Marketing’s term for X-Y cutting travel. See also **X-Y cutting travel**.

For Example: *FABTECH 2011 “sliced HTML” email invitation*

- Learn about our extended range of table sizes with cutting envelopes from 2' x 2' up to 13' x 53'

cutting head; Cutting Head – can be used as an alternate term for nozzle (S. McLain, 12/2/10). Sometimes, this term can be capitalized when referring to specific accessories, such as the Tilt-a-Jet Cutting Head (see **Tilt-A-Jet cutting head; Tilt-A-Jet Cutting Head**). Whichever formatting style you choose, please be consistent with one style throughout the document/content/section.

Examples: “Tilt-A-Jet Cutting Head for taper compensation” (Model 80160 spec sheet in the “Options” section)

“OMAX introduces the MAXJET 4 cutting head” (OMAX timeline bullet point for 1999-2000)

“This highly accurate, large-format machine will be equipped with a Tilt-A-Jet taper-removal cutting head...” (AeroDef 2011 press release)

cutting tolerances – This term is synonymous to “cutting travel” and “X-Y cutting travel.” NEVER claim cutting part tolerances in marketing material, particularly press releases (B. Guglielmetti, 4/18/11).

In press releases, instead of stating an accuracy of cutting tolerance, state an accuracy of motion. See **accuracy of motion**.

For example: *Mfg4 2012 press release*

- The OMAX 5555 boasts an accuracy of motion as tight as +/-0.003 inches

cutting travel – See **X-Y cutting travel**. This term is synonymous to “cutting tolerances.” NEVER claim cutting part tolerances in marketing material, particularly press releases (B. Guglielmetti, 4/18/11).

OMAX Style Guide

D

dashes – please refer to the AP Stylebook

dead head; dead heading – an abrupt stop in direct drive pump operation (J. Bailie, 6/3/11)

Examples: “A dead head message appears in the pump control display when the output pressure equals or exceeds 60,000 psi” (*The OMAX JetMachining Center User’s Guide*, Rev E)

“A daily check of both water pressure values through a routine test run will prevent potential damage to your pump’s ultra high-pressure components and prevent your pump from ‘dead heading,’ an abrupt stop in pump operation.” (*Insider* Summer 2011 issue, “Dial in the Adjustable Dump Orifice Pressure and the Nozzle Pressure”)

decimals – please write decimals in the following form: 0.020” NEVER .020”

degrees – For spec sheets, always round up degree decimals to the next whole number.

For example: 16 degrees Celsius, instead of 15.55 degrees Celsius.

For technical articles, do not round up degree decimals to the next whole number.

For example: 15.55 degrees Celsius

For marketing collateral and press releases, consider spelling out degrees instead of using the degree (°) symbol.

For example: +/- 0.09 degrees (+/- 6 arc minutes)

For web postings or Constant Contact email blasts, ALWAYS spell out degrees instead of using the degree (°) symbol. Many web applications cannot accept degree symbols in the editorial content.

For example: +/- 0.09 degrees (+/- 6 arc minutes)

Delrin[®] – material registered under DuPont. This style rule is not critical when referenced in OMAX manuals or operator guides.

direct drive pump – use lower case, NEVER capitalize the first letters (e.g., Direct Drive Pump).

These terms apply only when referring to older OMAX direct drive pumps (e.g., P3050V direct drive pump, OMAX direct drive pump) and MAXIEM direct drive pumps. See also **MAXIEM direct drive pumps**. (S. McLain, 2/15/12)

DO NOT use terms “direct drive pump” to describe the OMAX EnduroMAX Pump. (S. McLain, 2/15/12). See also **EnduroMAX Pump**.

DualBRIDGE System – use this spelling format when referring to the OMAX or MAXIEM DualBRIDGE System (S. McLain, 6/3/10). Use the term “DualBRIDGE” without adding the term “System” where needed. This option is only available on the OMAX 80X series, 120X Series, and MAXIEM 2040 JetCutting Centers (B. Guglielmetti, D. Stang 1/13/11).

For example: OMAX DualBRIDGE 80X JetMachining Center

DualPUMP Package – use this spelling format when referring to the OMAX or MAXIEM DualPUMP kits or configuration. (S. McLain, 6/3/10)

dump valve – also referred to as a bypass valve (Ernst Schubert, 7/28/10)

OMAX Style Guide

E

easy-to-use or ease-of-use –utilize this terminology instead of easy-to-learn when describing Intelli-MAX Software.

easy to use vs easy-to-use – When describing OMAX specific technology, such as Intelli-MAX, use the hyphenated version of the term easy-to-use, unless the format is not consistent with the rest of the content. In general, when using these set of words to describe something other than Intelli-MAX Software, it is acceptable to use the unhyphenated version of the term easy to use. Just be consistent with one format in marketing collateral.

Hyphenated example:

“Our OMAX and MAXIEM lines revolutionized the industry by building on productivity benefits of abrasive jets, and making the process more precise, affordable, and easy-to-use.” (OMAX Corporate Overview)

“Easy-to-use: The OMAX software is designed so that a beginner, or infrequent user, can quickly make high quality parts with minimal effort.” (First bullet point on www.omax.com/software.php)

Non-hyphenated example: When DGS Marketing creates content, drop the hyphens to match their writing style format (DGS Marketing, 12/22/10).

“Abrasive waterjet’s chief benefit comes in the form of increased productivity. Additionally, the technology is extremely easy to use.” (“Technology Brief: Abrasive Waterjet Machines” article for *Medical Design* magazine)

Ebbco®; EBBCO – Lowercase and uppercase formatting styles are acceptable (e.g., EBBCO-CLS Cantilever Style spec sheet).

email blast bullet points – Add periods at the end of bulleted sentences, whether they are complete sentences or not (S. McLain, 10/3/11). See also **email blast bullet points**.

Examples: *2011 Brooks Open House email invitation*

- On October 19th, attend a unique lecture titled the “Reshoring Initiative – Bringing Manufacturing Back Home” hosted by keynote speaker Harry Moser, retired GF Agie/Charmilles CEO.
- Reserve a spot for a catered lunch or dinner on Wednesday by registering in advance or by calling Brooks Associates at 781-871-3400. On Tuesday and Thursday, basic lunch items will be offered.

WESTEC 2012 email invitation

- OMAX 80X JetMachining Center with a 50 hp EnduroMAX Pump and the Tilt-A-Jet cutting head accessory which produces perfectly square edges by removing all inherent taper.
- MAXIEM 1530 JetCutting Center with a 40 hp direct drive pump and the A-Jet, an articulated cutting head accessory capable of machining beveled edges with angles up to 60° from vertical.

email blast font (used in Constant Contacts) – use Verdana font style in whichever font size appropriate for the message (T. Reyna, 6/27/11).

email blast headlines – capitalize titles for email blast headlines (S. McLain, Oct. 2010).

For example: Offering Abrasive Waterjet Solutions at the 2010 DoD Maintenance Symposium Exhibition

OMAX Style Guide

email blast subject lines – be sure to include the term “OMAX” or “MAXIEM” in the subject line so prospects and customers will avoid unsubscribing to our Constant Contact mailings (A. Tucture, 2/22/11).

For example:

“**Subject:** An Invitation to K& W’s Open House from OMAX”

How to handle email blast mistakes after distribution:

- If the wrong content was submitted, if a headline contained a misspelling, or if the hyperlinks were inactive, submit the email again with a new subject line stating it is a correction (S. McLain, 11/4/10)

Example of email subject line: “Correction to the FABTECH 2010 email blast”

EnduroMAX® Pump – describe this product as highly efficient and available as a standard pump only for OMAX JetMachining Centers, particularly in marketing materials and web write-ups. Avoid using the terms “direct drive pump” to describe the EnduroMAX (M. Ruppenthal and S. McLain, 2/15/12).

Examples: *FABTECH Mexico 2012 press release*

- The 5555 JetMachining Center comes standard with a high efficiency EnduroMAX Pump, available in various kilowatt and horsepower ratings with pressures up to 4,100 bar (60,000 psi).

Valid EnduroMAX statement to say in press releases: “Engineered for optimal efficiency, EnduroMAX Pumps deliver more than 90 percent of the electrical input power to the cutting nozzle, providing higher cutting speeds than other pumps with the same size electric motor and power consumption.” (J. Olsen, J. Cheung, 2/21/12)

Drop underlined disclaimer: The EnduroMAX can run with a 1,000-hour operating range between pump rebuilds when run at 55,000 psi (3,800 bar). (S. McLain 2/16/12)

F

fabricator – generally a business that provides a completed assembly of components, performs cutting, machining, grinding, forming, etc. Their services can also include welding, assembly, painting, and other processes to complete the assembly (e.g., OmniFab). (Jeff Watkins, 6/17/10)

factory certified – use this term instead of “used equipment”

FEA – acronym for Finite Element Analysis (D. Stang, 9/16/10).

feed rate – to be written as two words, NEVER feedrate. This term refers to abrasive feed rate, not water.

fines – material dust produced from a cutting process (Ernst Schubert, Dr. Peter Liu, 7/28/10)

fixturing – accepted spelling when used as a noun (e.g., complex *fixturing* of material)

fixture, fixturing – accepted spellings when used as a verb (e.g., effectively *fixturing* different materials to get the best results)

flow rate – to be written as two words, NEVER flowrate. This term usually refers to water flow rate, but can be used to describe abrasive flow rate as well.

Front Lines – monthly internal e-Newsletter for distributors, sales representatives, and OMAX and distributor field technicians.

ft-lb – NOT ft-lbs. For the Insider, provide the Newton-meter (N·m) conversion to ft-lb when referencing torque measurements in articles.

OMAX Style Guide

fuseable mixing tube – an acceptable OMAX spelling for fusible mixing tube

G

gauge – use this spelling when describing a measurement device, DO NOT USE gage

Generation 3 cutting model – ALWAYS capitalize the “g” in Generation to distinguish the Generation 3 cutting model

H

Hastelloy® – material registered under Haynes International.

heat-affected zone – not heat affected zone

heads-up traverse – NOT Heads Up Traverse or Heads Up traverse

high pressure vs. high-pressure – use “high pressure” when the term “high” modifies “pressure” as a noun (e.g. pump to high pressure). Use “high-pressure” when using the whole term as an adjective (e.g. high-pressure tubing, high-pressure direct drive pump).

horsepower (hp) – do not use a hyphen between the number and the horsepower abbreviation

For example: 80 hp (NEVER 80-hp)

horsepower (hp) vs kilowatt (kW) – In press releases, provide the most familiar conversion for your audience, particularly as the first reference.

Examples: *SIMM 2012 press release (China)*

- Exhibition visitors will experience OMAX’s innovative abrasive waterjet technology via the MAXIEM 2040 JetCutting Center with a 40 hp (30 kW) direct drive pump.

EMO 2011 press release (Germany)

- The MAXIEM 1515 JetCutting Center, with a high-pressure direct drive 3,450 bar (50,000 psi) 30 kW (40 hp) pump, features X-Y travels measuring...

I

in-lb – NOT in-lbs. For the Insider, provide the Newton-meter (N·m) conversion to in-lb when referencing torque measurements in articles.

Inconel® – material registered under Special Metals Corporation.

Insider – italicize the newsletter title when referenced in writing content. This rule is subjective if the term appears in titles of web pages and other fixed layout formats.

intensifier pump – use this description when describing the OMAX direct drive pump. NEVER intensified pump

Intelli-ETCH® – a patent pending Intelli-MAX software utility which enables the machine to etch images into materials from standard bitmap files.

OMAX Style Guide

Intelli-MAX® Software Suite; Intelli-MAX® Software – terminology to describe the combined software capability of **Layout** and **Make**. This term is acceptable to use in marketing collateral and other editorial content (C. Olsen, 4/28/10). See also **OMAX Intelli-MAX Software Suite** and **MAXIEM® Intelli-MAX® Standard Software; MAXIEM® Intelli-MAX® Software Suite**.

Valid statement to say about OMAX Intelli-MAX Software Suite, particularly in press releases:

“The OMAX comes standard with the company’s exclusive Intelli-MAX Software Suite, which runs on the Windows® 7 Ultimate operating system. The software can calculate the precision of the velocity of a tool path at over 2,000 points per inch, allowing for complete control over the motion of an abrasivejet, and enabling precise, rapid machining. Additionally, the software automates most programming and tool setup work virtually eliminating the need for extensive operator training.” (C. Olsen, 2/21/12).

Intelli-PASS – considered a process optimization within Intelli-MAX (C. Olsen, 8/29/11)

Intelli-PIERCE – considered a process optimization within Intelli-MAX (C. Olsen, 8/29/11)

Intelli-TAPER – considered a process optimization within Intelli-MAX (C. Olsen, 8/29/11)

Intelli-TRACE® – considered a process optimization within Intelli-MAX (C. Olsen, 8/29/11)

Intelli-TRAX® – includes traction drive with linear encoder tape inside the X-axis beams which are fully enclosed inside coated steel covers. Therefore, describe Intelli-TRAX as linear drive technology in marketing materials, instead of linear traction drive technology (M. Ruppenthal and S. McLain, 1/26/12)

For example: *SIMM 2012 press release*

“The MAXIEM 2040 utilizes an exclusive Intelli-TRAX® linear drive technology.”

Intelli-TRAX does not include the Brushless Vector Drive motor or other motorized systems. It is related to the Brushless Vector Drive (confirmed by K. Hay, 9/22/09). See also **Brushless Vector Drive**.

- It is acceptable to state Intelli-TRAX is “patent pending” (D. Stang/R. Ward, 9/2/11) or “patent applied for” (J. Olsen, 6/2/09).
- Do not publicize Intelli-TRAX as traction drive technology. Instead, describe Intelli-TRAX as linear drive technology designed for long-term accuracy in harsh environments (S. McLain, K. Wilson 9/27/11).

REMEMBER: Not all large-scale OMAX JetMachining Centers have Intelli-TRAX.

For example:

- As of April 12, 2012, 80X and 80X-1JetMachining Centers contain a ball screw drive in the Y-axis and Intelli-TRAX linear drive technology in the X-axis (B. Guglielmetti, 4/12/12)
- 80X-2 contains Intelli-TRAX in both X and Y-axes (B. Guglielmetti, 4/12/12)

J

JetMachining – NEVER JetMachine (refers to OMAX waterjets only). See also **OMAX® JetMachining® Center**

JetCutting –refers to MAXIEM waterjets only. See also **MAXIEM® JetCutting Center**.

jet stream – a high-speed stream of water that exits the nozzle’s carbide mixing tube. A jet stream can contain abrasive-laden water, as stated in the OIR.

job shops – typically a business that focuses on processes for customers, such as performing services in cutting, machining, grinding, etc. They usually specialize in just a few processes and small lots (e.g., Lucas Machine). (Jeff Watkins, 6/18/10)

OMAX Style Guide

K

kerf – width of a waterjet cut based on the mixing tube size or orifice size (applicable to water only nozzles) , (J. Bailie, Jan 2012).

kilowatt; kW – For OMAX or MAXIEM material, the abbreviated kilowatt format requires a space between the number and the kW symbol.

For example:

- As referenced in the EnduroMAX spec sheet: 40 hp (30 kW)
- As referenced in the MAXIEM 2040 spec sheet: 22 kW (30 horsepower)

In press releases, provide the most familiar conversion for your audience, particularly as the first reference. See also **horsepower (hp) vs kilowatt (kW)**.

Examples: *SIMM 2012 press release (China)*

- Exhibition visitors will experience OMAX’s innovative abrasive waterjet technology via the MAXIEM 2040 JetCutting Center with a 40 hp (30 kW) direct drive pump.

EMO 2011 press release (Germany)

- The MAXIEM 1515 JetCutting Center, with a high-pressure direct drive 3,450 bar (50,000 psi) 30 kW (40 hp) pump, features X-Y travels measuring...

kilopounds per square inch (kpsi) – acceptable variations of referencing rated output pressure includes ksi, psi, and kpsi.

For example:

- “60 ksi” (e.g., EnduroMAX spec sheet’s rated output pressure specifications for the 3060, 4060, 5060)
- “50,000 psi” (e.g., EnduroMAX spec sheet’s product description section; OMAX table spec sheet “Standard Feature” section; OMAX Product Line Card’s “OMAX Direct Drive Pump” section)
- “50kpsi” (e.g., *Insider* Winter/Spring 2011 article titled “EnduroMAX retrofit kits to upgrade your existing OMAX pump”)

L

large-scale MAXIEM JetCutting Centers – Any MAXIEM machine that is 5' x 10' or larger. (Brian Guglielmetti, 7/23/10)

large-scale OMAX JetMachining Centers – When an OMAX machine hits the bridge-style configuration, the model is considered a large-scale waterjet; usually any OMAX machine that is 6' x 12' or larger. (Brian Guglielmetti, 7/23/10)

Layout – When referencing the application *Layout* in the Insider Newsletter, bold and italicize all references. This is not necessary for *Insider* photo captions (R. Bechtold, 11/29/10). Italicize the word in all other cases (e.g., Proposals, etc.).

lead in – NEVER lead-in. Use this term and spelling when describing Intelli-MAX Software features.

LearnSmart – NEVER registered or trademarked

OMAX Style Guide

lists – (also see **Bulleted Lists**). For numerical or generic lists in corporate literature and website pages, placing a period or other type of end punctuation to each line of content is subjective and depends upon the medium and layout format.

RULE OF THUMB: Whichever format you choose, just be consistent with the format throughout the marketing collateral content.

For spec sheets, see **Bulleted Lists**.

For numerical or generic lists referenced in *Insider* articles, place a period or other type of end punctuation after complete sentences. DO NOT place periods at the end of intentional incomplete sentences.

Examples:

1. Make sure all the settings for abrasive feed rate, pressure, nozzle, and so on are accurately reflected in your machine's parameters
2. Measure your tool offset frequently and adjust as necessary.
3. Make sure you fixture your material properly.

Check inside the pump cabinet:

- a. Are there crankcase oil seal leaks?
- b. Are there water connection leaks?
- c. Is the flow in the white tank cooling hoses even and smooth?

Here are some of the improvements you'll find:

- 12 new, high-quality tool path fonts
- A new application utility, *Tilt-A-Jet Calibration Software*, for use with the special precision calibration hardware to take advantage of increased speed with accuracy while using Tilt Forward
- Basic software support for jogging and indexing the Rotary Axis

log on, logging on – when describing how to access the OMAX Support Site, use log on or logging on INSTEAD of log in or logging in.

lockout, lockout/tagout – the preferred spelling. Describes the lockout of power from an On/Off Switch (D. Stang/B. Guglielmetti, 5/24/11)

low pressure vs. low-pressure – use “low pressure” when the term “low” modifies “pressure” as a noun (e.g. pump to low pressure). Use “low-pressure” when using the whole term as an adjective (e.g. low-pressure piercing). An exception to the rule: Intelli-MAX's Low Pressure Water Locating Beam

Low Pressure Water Locating Beam – accepted spelling when describing the Intelli-MAX feature.

M

machine controller – acceptable term when describing the OMAX controller. Also see **controller** and **PC-based controller** definitions.

OMAX Style Guide

machine dimensions – (See also **measurements** for machine dimensions). When it comes to listing machine dimensions, engineering prefers to list Y-axis dimensions first, then X-axis dimensions. Their line of reasoning is the name of the machine model.

For example: An 80160 Model's X-Y cutting travel is 80" x 160"; 80" in the Y-axis and 160" in the X-axis (B.Guglielmetti 8/17/10)

In some cases, marketing collateral and trade show posters will list the X-axis dimension first, then the Y-axis dimension.

For example: 2626 Footprint: 116" x 72" (2,946 mm x 1,829 mm)
X-Y Cutting Travel: 29" x 26" (737 mm x 660 mm)
Table Size: 46" x 31" (1,168 mm x 787 mm)

RULE OF THUMB: Use whichever style is more comprehensible to the target audience. Whichever format order you choose for your work, remain consistent throughout the content.

When displaying machine dimensions in feet, be consistent with the formatting

For example: OMAX JetMachining Center's X-Y cutting travel ranges from 2'5" x 2'1" to 46'8" x 10'

MAXIEM JetCutting Center's X-Y cutting travel ranges from 2'6" x 2'6" to 13'4" to 6'7"

When displaying machine dimension metric conversions, either use millimeters or meters (the conventional metric format does not include both). If a dimension includes half a meter extra, it is common to round up the metric number (i.e., 3m instead of 2.5m). It is also common to round off millimeters to achieve a round number (i.e., 1950 kg/sq meter instead of 1953 kg)

For example: The 80X Series X-Y cutting travel goes up to 7'5" x 26'8" (2m x 8m)
The 120X X-Y cutting travel goes up to 10' x 46'8" (6,096 mm x 3,048 mm)

machine footprint – in marketing material, the machine footprint dimension includes the Catcher Tank and the PC-based controller, not the pump (B. Guglielmetti, 8/26/11). For example, the machine footprint dimensions listed in the *OMAX Product Line Card* and *MAXIEM Product Line Card* include the Catcher Tank and the PC-based controller.

machining – accepted spelling when used as a noun (e.g., the angle of the *machining* is changed).

machining – accepted spelling when used as an adjective (e.g., all *machining* head movements).

machineability – NEVER machinability

Made in the USA – Check with the VP of Marketing and CEO if the content you are writing can reference this statement in marketing material (e.g, email blasts, marketing campaigns, postcards). This statement might not be appropriate for a proposals description, general press release to be distributed internationally, or a trade show press release.

For example:

- The "Made in the USA" statement is acceptable to use in all OMAX and MAXIEM table spec sheets (including CE and International versions). (J. Cheung, 2/15/11)
- However, the "Made in the USA" statement cannot be used in the MAXIEM Abrasive Nozzle Assembly spec sheet. (J. Cheung, 2/15/11)

Make – When referencing the application **Make** in the Insider Newsletter, bold and italicize all references. Italicize or bold the word in all other cases (e.g., Proposals, marketing material, web content, etc.). **Make** is considered a machine tool controller (C. Olsen, 8/29/11).

OMAX Style Guide

MAXIEM[®] direct drive pumps – official spelling. See also **direct drive pump**.

Valid MAXIEM direct drive pump statement to say in press releases: “Engineered for optimal efficiency, MAXIEM direct drive pumps deliver more than 90 percent of the electrical input power to the cutting nozzle, providing higher cutting speeds than other pumps with the same size electric motor and power consumption.” (J. Olsen, J. Cheung, 2/21/12)

MAXIEM[®] Intelli-MAX[®] Standard Software; MAXIEM[®] Intelli-MAX[®] Software Suite – terminology to describe the combined software capability of MAXIEM **Layout** and **Make**, (C. Olsen, 8/24/11).

Valid statement to say about OMAX Intelli-MAX Software Suite, particularly in press releases:

“The MAXIEM comes standard with the company’s exclusive Intelli-MAX Software Suite, which runs on the Windows[®] 7 Ultimate operating system. The software can calculate the precision of the velocity of a tool path at over 1,000 points per inch, allowing for complete control over the motion of an abrasivejet, and enabling rapid machining. Additionally, the software automates most programming and tool setup work virtually eliminating the need for extensive operator training.” (C. Olsen, 2/21/12).

MAXIEM[®] JetCutting Center – Official name for all MAXIEM waterjet models (e.g., MAXIEM[®] 0707 JetCutting Center). (S. McLain, 05/26/10; Rockie Ward, 8/9/10). The term JetCutting cannot be trademarked because the term is a generic term (R. Ward, 8/26/11).

DO NOT USE these terms to describe the MAXIEM Waterjet[®] line:

- entry-level
- includes Intelli-MAX Basic.

Terms and phrases you CAN USE to describe the MAXIEM line:

- MAXIEM sets the new bar for waterjet technology (J. Cheung, 7/2010)
- MAXIEM sets the standard for waterjet machines (J. Cheung, 7/2010)
- MAXIEM is the industry standard for waterjet technology (J. Cheung, 7/2010)
- Affordable (S. McLain & J. Cheung, 7/22/10)
- MAXIEM Waterjets has been delivering cost-efficient, industry standard abrasive waterjet since 2009 (e.g., “About MAXIEM” web content, 2011)

Official product tag line for the MAXIEM line as of 7/2010:

The MAXIEM JetCutting Center is the industry standard at an affordable price

MAXIEM’s toll free number – 866-452-5291 (T. Coker 12/15/11). Only active when dialed within the United States.

MAXIEM Waterjets User’s Guide – Official name used in Document 400588, Revision C. In *INSIDER* articles, only state the document revision when deemed necessary.

MAXJET[®] 5i Nozzle Assembly – This nozzle is warranted to last 500 hours or more; the limited warranty is prorated for use (J. O’Connor, 4/2011).

OMAX Style Guide

measurements – (also see **decimals**, **machine dimensions**, and **meters vs millimeters**). Depending upon the medium and layout format, there are options to spell out measurement terminology or to use measurement symbols. The general rule of thumb: Use whichever style is more comprehensible to the target audience. There are specific guidelines given for the following scenarios:

For press releases, ALWAYS spell out...

- Table measurements (e.g., 80 inches x 160 inches)
- Material or stock measurements (e.g., 5 feet x 10 feet)
- Material thicknesses
- X-Y cutting envelope (e.g., 165 inches x 80 inches)

DO NOT spell out measurements for other products or components.

Examples:

- 600 lb abrasive delivery system
- 0.007" orifice
- 0.015" mixing tube

Measurement styles are subjective in all other cases.

Examples:

The sensor has a resolution of 1 μm .

The 80X has the ability to cut a wide variety of materials with an accuracy of motion up to ± 0.003 "

The Terrain Follower typically maintains the required standoff of 0.060"

For machine dimensions: (also see **machine dimensions**). Based on your formatting preference, you can specify measurements of a JetMachining Center by first referencing the Y-axis measurement before the X-axis measurement (e.g., 80 inches x 160 inches, 80" x 160"). Just be consistent throughout the content.

For the Insider Newsletter and e-Newsletters, use measurement symbols (e.g. 80" x 160", 0.007" orifice, 0.015" mixing tube, standoff distance of 0.060"). Use straight quotes (") instead of curly quotes (“ ”) for measurement symbols.

For email blasts and Customer Spotlight articles, ALWAYS spell out measurements (e.g., 12-foot wine wall; 0.015 inch to 1 inch thick non-ferrous material).

For spec sheets and other engineering-based documents, use measurement symbols (e.g. 80" x 160"). Use straight quotes (") instead of curly quotes (“ ”) for measurement symbols. When stating U.S. measurements, also provide the metric equivalent.

Example: 11' x 12' 7" (no need to add dash between foot and inch references: 11' x 12'-7")

It is also acceptable to spell out measurements when deemed appropriate.

Example: “The Bulk Abrasive Delivery System can be located 20 feet (6 m) from the machine.” (OMAX Bulk Abrasive Delivery System spec sheet)

When mentioning material stock size, reference the actual stock size that can fit into the table slat bed, instead of a general description as to what is considered a “medium stock size” or “large stock size” (S. McLain, 2/29/12).

For Example: 2012 FABTECH Mexico press release

Instead of: “The 5555 is fully capable of cutting **medium sized stock**...”

Use This: “The 5555’s table size of 2 meters x 1.7 meters **enables it to cut stock size of 1.2 meters x 1.2 meters (4 feet x 4 feet)**”

meso-micro machining – recommended spelling by P. Liu (3/31/11)

OMAX Style Guide

meters vs millimeters – use meters instead of millimeters when referencing metric dimensions in press releases, web content, online trade show postings, email blasts, association postings, etc. An exception to the rule would be spec sheets. Continue to reference millimeters in MAXIEM JetCutting Center spec sheets, the MAXIEM Product Line Card, and the MAXIEM Corporate Brochure. European customers are familiar with viewing the table dimensions in millimeters (S. Ulmer, S. McLain, April 2012).

For example: *SIMM 2012 press release*

“The 2040 features an X-Y cutting travel of 4 meters x 2 meters (13 feet 4 inches x 6 feet 7 inches).”

For example: *MAXIEM 2040 Spec Sheet*

“Machine Dimensions” section, “Footprint” section

- 5,131 mm x 2,845 mm (16' 10" x 9' 4")

metalcutting – when describing OMAX or MAXIEM waterjet machines as a metalcutting solution, ALWAYS spell metalcutting as one word.

micromachining – spelled as one word (Dr. Peter Liu, 12/14/10)

Motorized Z-Axis – use as a proper noun. Always capitalize first letters in the term since it refers to a specific OMAX accessory title. NEVER motorized Z-axis or Motorized Z-axis.

multi-axis – NOT multiaxis. Use this term to describe the OMAX Bevel Head.

N

9-axis – preferred spelling in OMAX and MAXIEM marketing collateral.

Newton-meters (N•m) – alternate conversion for ft-lb.

number of pages – when describing a range of page numbers or number of pages in a document less than 10, it's ok to use Arabic numerals, instead of cardinal numbers (spelling out the number as recommended by the AP Style Guide).

Example: “This will reduce the proposal to about 3-5 pages.” (*OMAX Manufacturing Engineering e-Newsletter*, June 2011 issue)

O

OIR menu titles – For the *Insider* Newsletter, treat OIR menu titles as article titles; enclose the titles with quotation marks (e.g., Check out “Writing post processors for nesting software,” and “Third Party Software”)

OMAX Corporation – describe our company as the global leader in waterjet technology (e.g. “About OMAX” section in press releases). (J. Cheung, 8/11/11)

OMAX EnduroMAX® Pump Series; OMAX EnduroMAX® Pump: This pump can only be installed onto OMAX JetMachining Centers, NOT MAXIEM JetCutting Centers (M. Tretheway, 10/13/10).

REMEMBER: DO NOT describe EnduroMAX Pump as direct drive technology (M. Ruppenthal and S. McLain, January 2012)

OMAX Style Guide

OMAX Intelli-MAX[®] Software Suite – terminology to describe the combined software capability of **Layout** and **Make**. This term is acceptable to use in marketing collateral and other editorial content (C. Olsen, 4/28/10). See also **Intelli-MAX Software Suite**.

OMAX[®] JetMachining[®] Center – Official name for all OMAX waterjet models (e.g., OMAX[®] 5555 JetMachining[®] Center; OMAX DualBRIDGE 120X JetMachining Center).

OMAX 80X JetMachining Center[®] – The Model 80X contains a unique registered trademark format compared to the standard JetMachining Center format. During the 2011 re-registration process, the registered trademark follows after the term “Center” (refer to the OMAX Trademark List).

OMAX JetMachining User’s Guide – This replaces the *OMAX JetMachining Center Operator’s Guide* (Rev D) and the *OMAX Service & Maintenance Guide* (Rev B). Reference the document’s latest revision level (D400433, Rev E) if pertinent to the content. Italicize the title when referenced in *Insider* articles.

OMAX MAXJET[®]5 Nozzle Assembly (make sure that the word Nozzle and Assembly are both capitals when listing as a item on specs)

OMAX MAXJET[®]5 MiniJet Nozzle – not MAX MAXJET[®]5 Mini-Jet Nozzle

OMAX MAXJET[®]5 Water Only Nozzle – not MAX MAXJET[®]5 Water-Only Nozzle

OMAX Mission Statement – To provide precise, easy-to-use, cost-effective, standardized, reliable, and high quality abrasivejet machining systems to the manufacturing industry with strong after sale services (as used in the OPEN eNewsletter Aug 2010).

OMAX part names – (also see **Capitalization of OMAX part names listed in Parts Inquiry**). ALWAYS capitalize the first letters of OMAX part names. If relevant in the context, list the associating part number.

Examples:

Abrasive Orifice (P/N 301730-5), Waterjet Brick (P/N 202145), Dynamic Seal (P/N 302951)

Unofficial part names not listed in Parts Inquiry and are not assigned part numbers will be spelled in all lowercase.

For Example:

The whip support assembly comprises of the Swivel Assembly (P/N 201719), IGUS Bearings (P/N 201719), and Swivel Discs (P/N 301792).

OMAX 3D Path Editor

OMAX Software Beta – capitalize first letters of each word

OMX – OMAX 3D file extension. See also “Computer file extensions.”

O-ring vs o-ring – O-ring is the acceptable spelling format for OMAX and MAXIEM material material.

P

+/- vs ± – use the +/- format in press releases, email blasts, and web postings; use ± format in spec sheets.

part accuracy – NEVER state in marketing material, case studies, web content, magazine submittals, or announce at trade shows. Part tolerances depend on the size of the material being cut; the size or complexity of the part (J. O’Connor, 6/15/11); and the nozzle, orifice, and jet condition (J. Cheung, 7/25/11). See also **cutting tolerances**.

OMAX Style Guide

part tolerances – NEVER state in marketing material, case studies, web content, magazine submittals, or announce at trade shows. Part tolerances depend on the size of the material being cut; the size or complexity of the part (J. O'Connor, 6/15/11); and the nozzle, orifice, and jet condition (J. Cheung, 7/25/11). See also **cutting tolerances**

Parts Online – preferred spelling for the OMAX/MAXIEM online ordering service.

P/N – Abbreviation for OMAX Part Number

PC-based controller – use this term when describing the OMAX controller. NEVER use PC-based Controller or controller PC. See also **controller** and **machine controller** definitions.

phone numbers – use the following style 253-872-2300 in email blasts. Do not use (253)872-2300 or 253.872.2300, (S, McLain 10/3/11).

Exceptions to the rule:

- Business cards: 253.872.2300
- Top contact information of a press release:
Sandra McLain, Vice President of Marketing
OMAX Corporation
Phone: (253) 872-2300
Email: sandra.mclain@omax.com
- “About OMAX” section in press releases: 253-872-2300 vs 800-838-0343 vs 800.838.0343 vs 877-629-4365 vs 877.629.4365

About listing toll free OMAX and MAXIEM numbers: Consider the audience of the press release, email blast, online posting. Domestic audiences can utilize the OMAX 1-800# and MAXIEM 1-877#; international countries cannot (e.g., Canada, Mexico, Europe, Asia, Australia, New Zealand, etc.).

About referencing an international phone number for the audience residing within the international country: OMAX’s preference is to reference the phone number as if it would appear to someone living within that country. Refer to www.countrycallingcodes.com.

Example:

- If an email is sent on behalf of our distributor in India (MD Corporation), the distributor’s phone number should appear with a 00-91 prefix to the Indian number: 00-91-266-74911. They would not add a prefix of 011-91 as a U.S. caller would be required to do.

plate stock vs stock plate – both interchangeable terms are accepted industry descriptions and can be used in marketing material (B. Guglielmetti, 10/1/10).

pierceability – accepted spelling

pipng – use this term when referring to material larger than ½" in diameter. Compare to the term **tubing**.

Pledge to the American Manufacturer – DO NOT USE this term anymore in marketing collateral or editorial content (S. McLain, 3/3/10). See also **American Manufacturer**.

positioning accuracy - NEVER *dynamic* positioning accuracy. Positioning accuracy is never measured while the machine is in motion.

parts per million (ppm) – a measurement term used in water analysis tests.

pounds per square inch (psi) – For spec sheets and corporate newsletters, when referencing psi measurements, also provide the bar conversion.

OMAX Style Guide

press releases – DO NOT state part cutting tolerances or part accuracy on press releases (B. Guglielmetti).

Other press release guidelines:

- When referencing the X-Y cutting travel dimensions, ALWAYS state them in the foot/inch format (e.g., 2626|xp X-Y Cutting Travel: 2'5" x 2'1"; MAXIEM JetCutting Center 0707: 2'6" x 2'6"). (See also **X-Y Cutting Travel**). Our customers can relate more to that measurement presentation (S. McLain, 4/22/11)
- When referencing measurements in international press releases which are also distributed to domestic media sources, reference the metric measurements first, then U.S. measurements.
- If the press release is only distributed for international media sources, only reference the metric measurements (S. Ulmer, 7/14/11).

psi – spell acronym in all lowercase letters (e.g., 50,000 psi) and do not place a hyphen between the number and the acronym (e.g., NEVER 50,000-psi).

punctuation – please refer to the AP Stylebook 2008, pages 338-349.

Q

Quality; Quality Numbers – ALWAYS capitalized when used as an OMAX term for indicating the desired surface finish of a part. Qualities 1 through 5 use abrasive and water to pierce material. The Quality of “1” is a rough, high speed cut, and a Quality of “5” is a very smooth, highly precise operation. Average cutting time for a part will move upwards or downwards with the Quality selected, high to low (Q5 vs. Q1). In most cases, the Quality is a compromise between getting the best surface finish in the least amount of time. (C. Olsen, OIR)

The “Quality” selected in any particular part or feature of a part will affect the several hundred to several thousand individual cutting speed calculations as programmed by the patented OMAX IntelliMax Controller, from one or more “Quality” selections by a user, depending upon the part complexity and size of part. The user is freed from making these possible thousands of speed calculations himself/herself, which is a primary patented feature of the OMAX IntelliMax controller: to simultaneously provide both the fastest possible cutting total cutting time and highest precision possible for the Quality setting selected. (J. O’Connor, 6/28/11). *Check for more definitions in the latest OIR.*

R

Rapid Water Level Control – The first letter of each word should always be capitalized

read head sensor – preferred spelling over readhead sensor.

retrofittable – an acceptable spelling when used as an adjective.

RPM – ALWAYS capitalize letters in the acronym; preferred spelling format for revolutions per minute.

S

setpoint – spell term as one word when referring to OMAX or MAXIEM machine settings (data from the specific machine tech report), such as the charge pump or pressure settings.

For example: Submit the “machine tech report generated by your computer immediately after a machine default (the report summarizes your machine setpoints prior to the default). (from the Summer 2011 *Insider* article titled “Top Nine Things You Should Do Before You Call Customer Service”)

slat bed size – describes the dimension of material you can place into the tank of an OMAX or MAXIEM waterjet. However, slat bed dimensions do not describe the true X-Y cutting area of the waterjet (B. Guglielmetti, April 2010). Synonymous to **table size**. See also **work envelope**.

OMAX Style Guide

slugs – material scrap produced from a cutting process

software – Bold all titles of dialog boxes, menu items, tabs, field boxes, etc. when referencing selections in Intelli-MAX or other software. Bolding the titles will distinguish the content as being software-related. This applies to third party software too.

For example: "...utilizing a third party plug-in software such as **Design-To-Cut** can help you quickly achieve cleaner offset tool paths..." (Winter/Spring 2011 *Insider* article "Waterjet application examples when using Design-To-Cut")

Software selection titles should be spelled verbatim, lower case or capitalized, as referenced in the software (e.g., Go to the **Help** drop down menu; ...such as the dialog boxes of **Change Path Setup** or **File/Open**).

In the *Front Lines* e-Newsletter, you can use quotation marks to differentiate the software selection titles, particularly when they are referenced in the "Spotlight" article which is already in bold format.

For example: "**Click on the "Software Documents" category and then click on the "ReadMe file for the Intelli-MAX Premium Software."**" (*Front Lines* e-Newsletter, Issue 29)

spec sheets – we do not state accuracy of motion on MAXIEM JetCutting Center spec sheets, only on OMAX JetMachining Center spec sheets (per J. Cheung and B. Guglielmetti's request, 2011). See also **accuracy of motion**.

See also **About OMAX Accessory Spec Sheets** section.

standoff vs **stand-off** – **standoff** is the standard spelling used in marketing collateral; **stand-off** is an acceptable spelling in training manuals and technical writing content.

start up kit – NEVER Start-Up Kit. Only capitalize the spelling when referring to a specific product, e.g. MAXIEM Start Up Kit.

start-up/shut-down procedures – acceptable spelling in OMAX and MAXIEM manuals (J. Bailie, 2011).

stepper motor – NEVER use this term in marketing collateral when describing an OMAX or MAXIEM traction drive system. Use the term **synchronous motor** instead.

stock plate vs plate stock – both interchangeable terms are accepted industry descriptions and can be used in marketing material (B. Guglielmetti, 10/1/10).

stock size – See **measurements** ("When mentioning material stock size...")

square foot (sq ft) – accepted abbreviation in spec sheets and most marketing material. It is also acceptable to spell out square footage and use non-abbreviated formats, such as in press releases. In those cases, reference square footage as square foot, not square feet. A general rule is to be consistent with your formatting style in each document.

For press releases:

- "The MAXIEM 2040s feature...maximum table loads of 250 pounds/square foot..." (from the press release titled "MAXIEM Line of Machines Marks A Year of Growth")

For spec sheets:

- For consistency, do not add periods to the abbreviated terms (e.g., 250 lbs/ sq ft [1,221 kg/ sq meter] as referenced in the MAXIEM table spec sheets under the "Maximum Supported Material Load" section).

OMAX Style Guide

For Insider or Front Line articles:

- Either formatting style (abbreviated or non-abbreviated) is acceptable

square meter (sq meter) – accepted abbreviation and shortened version of the measurement term in spec sheets and most marketing material. It is also acceptable to spell out square meter and use non-abbreviated formats, such as in press releases. In those cases, use the general reference square meter (singular), not square meters. A general rule is to be consistent with your formatting style in each document.

For press releases:

- “The MAXIEM 2040s feature...maximum table loads of 250 pounds/square foot (1221 kg/square meter)...” (from the press release titled “MAXIEM Line of Machines Marks A Year of Growth”)

For spec sheets:

- For consistency, do not add periods to the abbreviated terms (e.g., 250 lbs/ sq ft [1,221 kg/ sq meter] as referenced in the MAXIEM table spec sheets under the “Maximum Supported Material Load” section).

For Insider or Front Line articles:

- Either formatting style (abbreviated or non-abbreviated) is acceptable

Support Site – NOT Technical Support Site. The OMAX and MAXIEM Support Site is now a general support site. Support Site category titles are always in quotation marks.

For example: You can access the ReadMe File from the OMAX/MAXIEM Support Site under the “Software” category box (*Insider* Summer 2011 issue, “Can I Use a 64-bit Computer? Check the Intelli-MAX ReadMe File”)

synchronous motor –use this term in marketing collateral when describing an OMAX or MAXIEM traction drive system. NEVER use stepper motor.

T

table size – describes the dimension of material you can place into the tank of an OMAX or MAXIEM waterjet. However, table size dimensions do not describe the true X-Y cutting area of the waterjet (B. Guglielmetti, April 2010). Synonymous to **slat bed size**. See also **work envelope**.

Technical Support – capitalize when specifically referring to OMAX or MAXIEM’s Technical Support group (J. Petras, 2011).

temperature – For *Insider* articles and e-Newsletters, spell out references of degrees Fahrenheit instead of using symbols (e.g., 70 degrees Fahrenheit).

Terrain Follower – DO NOT USE this obsolete product term in marketing material, email blasts, or newsletter articles. See **Collision Sensing Terrain Follower**.

Terrain Follower/A-Jet® (TF/A-Jet) – This accessory combination’s capability is considered a non-collision sensing Terrain Follower.

Valid statement to describe this accessory:

“The Terrain Follower allows you to automatically maintain your standoff to eliminate damage of material.”

terrain following capabilities – accepted descriptive terms to characterize the Collision Sensing Terrain Follower’s product features (dgs Marketing, 9/8/10).

OMAX Style Guide

third party software – NEVER third-party software.

If you plan on mentioning an OMAX third party software company in marketing material, consider including the OMAX Compatible Software logo in the material (C. Olsen, 3/19/12). See Carl Olsen for details and also visit <http://www.omax.com/waterjets/omax-waterjet-compatible-program>.



Tilt-A-Jet Cutting Head; Tilt-A-Jet cutting head – either formatting style is acceptable in all marketing material

For example:

- “Tilt-A-Jet taper compensating abrasivejet cutting head” (as referenced in the OMAX table spec sheets under the “Standard Features” section)
- “This highly accurate, large format system combines the patented Tilt-A-Jet cutting head to achieve taper-free precision parts...” (2011 AeroDef e-Newsletter write-up)
- “Tilt-A-Jet Cutting Head for taper compensation” (as referenced in the OMAX table spec sheets under the “Options” section)
- Tilt-A-Jet Cutting Head for ultra-high precision taper compensation (referenced from OMAX spec sheets, e.g. 160X Series), (M. Ruppenthal, 12/2011)
- “OMAX will showcase a 30 hp EnduroMAX and Tilt-A-Jet cutting head to demonstrate precision machining of small to medium-sized parts.” (WESTEC 2012 email blast)

Tilt Forward – always capitalize first letters when referring to a specific software command in Intelli-MAX or a specific action when using the Tilt-A-Jet. Do not use quotation marks to accentuate the title.

touch screen – ALWAYS two words

Touch Screen System – capitalized spelling indicates this is a specific OMAX feature.

trade show signs – When communicating general table dimensions or cutting envelopes, ALWAYS defer to the X-Y cutting travel dimensions instead of the footprint dimensions (S. McLain, JJP 4/22/11).

- ALWAYS reference the dimensions in the title as “X-Y cutting travel,” INSTEAD OF “cutting envelope.”
- When referencing the X-Y cutting travel dimensions, ALWAYS state them in the foot/inch format (e.g., 2626|xp X-Y Cutting Travel: 2'5" x 2'1"; MAXIEM JetCutting Center 0707: 2'6" x 2'6"). (See also **X-Y Cutting Travel**). Our customers can relate more to the foot/inch measurement presentation instead of strictly inch dimensions (S. McLain, 4/22/11).

tubing – use this term when describing material less than 1/2" in diameter. Compare with the term **pipng**.

2D – AVOID use any other spelling variation.

3D – AVOID use any other spelling variation.

3D Jet Simulator – a specific utility within Intelli-MAX.

U

ultra high-pressure (UHP) – NEVER ultra-high pressure or ultra-high-pressure.

USB flash drives

V

OMAX Style Guide

Variable Frequency Drive (VFD) – preferred spelling format; capitalize first letters.

For example: In the “Standard Features” section of the VS-SRS spec sheet, one of the bullet points is a Variable Frequency Drive (VFD).

variable speed – no need to hyphenate

VS-SRS – stands for Variable Speed Solids Removal System

W

Waterjets.org – A Yahoo!® discussion group about abrasive waterjet technology initiated by Carl Olsen. Marketing does not condone referencing this web site in any Insider, e-Newsletter, or customer-related content. OMAX wants customers to depend on OMAX for application inquiries (S. McLain, 12/17/09).

waterjet – to be written as one word NEVER water jet. Sometimes this term describes a stream of water without abrasive.

Waterjet Brick – should be written as so, not Jet Brick, and not Water Jet Brick. If there is a kit it would be written Waterjet Brick Kit

website paths to hyperlinks –

For printed material: When referencing website paths to hyperlinks, bold the content to distinguish it is a website path. Titles of website paths should be spelled, lower case or capitalized as referenced on the website (e.g., Go to the Technical Support site and click on **Marketing resources/Brochures & Newsletters**; Follow the path **What’s New/Latest News/Detailed Revision List**; Go to **What’s New**, click on **latest news**, then click on the **Main ReadMe File**).

For e-Newsletters, email blasts, or web pages: website paths will be transformed into active hyperlinks and will not require bold font styles or spelled out path locations.

web calendars, fliers, and outlines –

For printed material: treat the website calendars, fliers, and outline titles as article titles by enclosing them in quotations. (e.g., “Customer Training Course Outline” and “2009 Training Calendar”).

For e-Newsletters, email blasts, or web pages: these references will be transformed into active hyperlinks. Quotation marks WILL NOT be necessary to differentiate the text from the rest of the content.

wet end – NEVER wetend or wet-end (e.g. pump wet end; complete wet end assembly)

work envelope – marketing term to creatively describe slat bed size (S. McLain, 12/2/10). The term is sometimes synonymous with stock size. Also see **slat bed size** and **table size**.

For Example: “1997-1998 OMAX introduces the Model 55100 with a 5' x 10' work envelope.”
(OMAX corporate timeline)

WorkSmart – DO NOT USE this logo in spec sheets and other marketing material (S. McLain, 10/14/10).

Work Smart – DO NOT USE these terms as a verb or adverb in newsletter articles, email blasts, and other marketing material (S. McLain, 10/14/10).

www.omax.com – ALWAYS lowercase (requested by S. McLain, 2/22/10)

OMAX Style Guide

X

X-axis NOT X-Axis. Exception to the rule: when the term is used in an article or press release title or headline.

X-Beam Integrated Table System Configuration or **Floor Anchor Configuration** – Refrain from stating in spec sheets at this time (M. Ruppenthal, Dec 2011). These configurations are available for OMAX 120X Series, 160X Series, and MAXIEM 2000 thru 4000 Series models (B. Guglielmetti, 11/7/11).

X-bridge NOT X-Bridge. Exception to the rule: when the term is used in an article or press release title or headline.

X-carriage NOT X-Carriage. Exception to the rule: when the term is used in an article or press release title or headline.

X-dimension

X-drive

X-Y NOT XY

For example: X-Y axis movement

X-Y axes

X-Y cutting travel – measurements that state the true X-Y cutting area of an OMAX or MAXIEM waterjet. Use X-Y cutting travel measurements to generally describe our waterjet table dimensions (B. Guglielmetti, April 2010).

Other guidelines when referencing X-Y cutting travel:

- When communicating general table dimensions or cutting envelopes on trade show banners or posters, ALWAYS defer to the X-Y cutting travel dimensions instead of the footprint dimensions (S. McLain, JJP 4/22/11).
- In press releases and trade show banners, ALWAYS reference the dimensions in the title as “X-Y cutting travel,” INSTEAD OF “cutting envelope.”
- When referencing the X-Y cutting travel dimensions in press releases and trade show banners, ALWAYS state them in the foot/inch format (e.g., 2626xpx X-Y Cutting Travel: 2'5" x 2'1"; MAXIEM JetCutting Center 0707: 2'6" x 2'6"). (See also **X-Y Cutting Travel**). Our customers can relate more to the foot/inch measurement presentation instead of strictly inch dimensions (S. McLain, 4/22/11).

X-Y drives

X-Y table NOT XY table or XY-table

X and Y-axis NOT X- and Y-axis.

For example: A straight line cut parallel to the X or Y-axis.

XYZ axes

Y

Y-axis NOT Y-Axis

OMAX Style Guide

Y-bridge NOT Y-Bridge. Exception to the rule: when the term is used in an article or press release title or headline.

Y-carriage NOT Y-Carriage

Y-drive

Z

Z-axis NOT Z-Axis. Exception to the rule: when the term is used in an article or press release title or headline.

Z-drive

zerk nipple grease fitting – DO NOT capitalize the word “zerk” unless at the beginning of a sentence.

OMAX Style Guide

ABOUT OMAX ACCESSORY SPEC SHEETS

The basic formula to an OMAX accessory spec sheet includes:

- A. Function(s): Describes how the product works and what it provides to the customer

Examples:

“The Adjustable Dump Orifice (ADO) offers an alternative to the fixed, replaceable dump valve orifice.”

“This one-piece integrated nozzle eliminates the need for rebuilding the nozzle assembly.”

- B. Feature(s): Standard call-outs of a product

Examples:

- Includes an easy-to-turn pressure adjustment knob
- Smaller diameter mixing tube allows for finer, more detailed cuts
- High quality nozzle components – mixing chamber, carbide disc, and diamond orifice integrated and aligned within the nozzle body

- C. Benefit(s): Advantages for the customer to acquire the product

Examples:

- Designed to be a compact nozzle with a single abrasive feed tube
- Reduced downtime – no more nozzle rebuilds!
- Cuts intricate, delicate parts with no distortion or secondary machining

Other layout instructions:

- Include the social media statement and icons
- Update the document version date
- Include the statement “Specifications are subject to change without notice”
- The 2 Year Warranty logo only applies to JetMachining Centers, not OMAX accessories (stated by S. McLain, S. Brown, 2009)

OMAX Style Guide

REFERENCING MICROSOFT TRADEMARKS IN TEXT

How to Properly Identify Microsoft Brand Products:

Proper use of Microsoft trademarks is important. You may use Microsoft trademarks or product names to refer to Microsoft products and services provided you follow these guidelines. Your use must not mislead consumers as to any Microsoft sponsorship, affiliation, or endorsement of your company, or your products or services.

Referencing Microsoft Trademarks in Text

When referencing Microsoft software and products, apply the appropriate trademark symbols in accordance with the list of current Microsoft trademarks.

Set Microsoft Trademarks Apart from Other Words or Nouns They Modify

The common way to do this is to capitalize the product name and use the appropriate trademark symbol and appropriate descriptor. You may also underline, italicize, or bold the name. Examples:

Correct: After you install the Windows® operating system...

Incorrect: After installing Windows programs, you can...

Use Trademark Notices

Include an attribution of Microsoft's ownership of the trademark(s) within the credit notice section of your documentation or advertisement. The format to follow is:

"Microsoft, Encarta, MSN, and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries."

Do Not Use Inappropriate Descriptors

Microsoft trademarks identify specific products and services. Do not refer to applications, services, or hardware devices that work with Microsoft products incorrectly. For example, do not refer to products or services that work with the Windows operating system as "Windows applications," "Windows services," or "Windows hardware." If need be, these types of products can be referred to by their relationship to the Windows operating system by inserting the word "based" in between the name Windows and the type of product designed to work with Windows.

Correct: SpreadsheetXYZ is a Windows®-based application

Incorrect: SpreadsheetXYZ is a Windows application

Do Not Use Microsoft Trademarks in the Possessive or Plural Form

Microsoft trademarks should never be used in the possessive or plural form, but should be introduced as a proper adjective followed by an appropriate descriptor.

Correct: This presentation was created using PowerPoint® presentation manager

Incorrect: Widget Software Company included some PowerPoints in its presentation

Additional Guidelines for Advertising Collateral, Marketing, and Product Packaging

You may reference the names of Microsoft products and services on packaging, Web site, and in advertising materials to indicate your product's compatibility with a specific Microsoft product or service, provided the reference complies with the guidelines herein and the specifications below.

OMAX Style Guide

Compatibility

Any use of a Microsoft logo to indicate compatibility must be pursuant to a logo license under one of Microsoft's Logo Programs:

You may use Microsoft trademarks in referential phrases such as "Works with Windows XP," "Runs on Windows 2000," and "For use with Xbox."

1. Do not use any Microsoft trademarks as your product name, service name, or company name.
2. Do not use product, service, or company names that could be confused with any Microsoft trademark.
3. Do not mimic or copy Microsoft's product packaging, advertising or trade dress.
4. Do not use Microsoft trademarks more prominently than your product or service name. You should maintain a visual distinction between your company and product name and any Microsoft trademark.
5. Do not create or use any logos that include a Microsoft trademark unless your use is pursuant to a license from Microsoft (for example, do not create your own Windows compatibility logo).

OMAX Style Guide

MICROSOFT WINDOWS TRADEMARK LIST	STATUS	DESCRIPTOR
Outlook	®	messaging software program.
FrontPage	®	web site creation
PowerPoint	®	presentation graphics
Microsoft	®	software
MSN	®	internet services management tool
Windows	®	operating system
Windows Live	TM	network of internet services
Windows Media	®	technologies, player
Windows Media Player Icon	TM	
Windows Meeting Place Icon	TM	
Windows Mobile	®	software
Windows Movie Maker Icon	TM	
Windows NT	®	operating system
Windows Photo Gallery Icon	TM	
Windows PowerShell	TM	command line interface
Windows Server	®	operating system
Windows Server System	TM	integrated server software
Windows Sidebar Icon	TM	
Windows Start logo (design)	®	
Windows Update Icon	TM	
Windows Vista	®	operating system
Windows Vista start button	TM	

For the complete list of Windows and Microsoft Trademarks go to:
<http://www.microsoft.com/library/toolbar/3.0/trademarks/en-us.mspx>